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# HOW TO READ THE LABEL

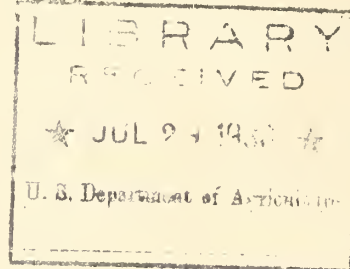
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## Salmon

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In order to buy salmon intelligently you should know that the Red Salmon is called by different names. For example, when packed in Alaska it is generally labeled as Red Alaska Salmon; if packed on Puget Sound it is generally labeled as Sockeye Salmon; whereas if packed upon the Columbia River it may be designated as either Red Columbia River Salmon or Columbia River Sockeye or again as Blueback Salmon.

Red Salmon, when packed in 1 lb. tall cans, usually commands the best price, primarily because of its color. The Puget Sound Red Salmon, or Sockeye, when packed in flat cans generally sells at about the same price as the Columbia River Chinook, the majority of which is likewise packed in flat cans.

The Chinook Salmon is also known as the King Salmon" or "Spring Salmon". The latter names are generally used by concerns packing in Alaska. Columbia River packers almost universally use the name Chinook.

The medium Red Salmon is known both as Coho Salmon or Silver Salmon. The meat is not quite so red as the two species previously mentioned nor does the fish upon opening seem to contain quite so much oil.

The Pink Salmon, known in the trade as "humpback", is generally labeled "Pink". Frequently, low grades of Pink Salmon are labeled just as "Salmon", no mention being made as to species.

The Chum Salmon is often labeled as either "Keta" or "Chum". It is known in the trade as "Dog Salmon". It commands the lowest price of all salmon canned, due primarily to its greyish color. Salmon labels which do not declare the variety of fish contained within the can, can generally be assumed to contain Chum Salmon or low grade salmon of other species.

When buying canned salmon, if you desire a particular species, you must read the label to insure that the name is specified. You can not be certain that a brand name upon which no species is declared will always contain the same species of fish.

As to tuna fish, there are four species canned in this country. The albacore, otherwise known as the longfin tuna, commands the best price due to whiteness of the meat. Upon the labels you will generally find the words "white meat" and maybe a reference to "finest quality".

The Yellowfin and Bluefin tuna, the latter being known as the Leaping Tuna, have meat slightly darker in appearance than the albacore and many packers in describing these fish use the phrase "light meat only" upon their labels. They sell at about the same price, which is less than albacore commands.

The Striped Tuna, smallest of all the tunas packed, costs the least. If labeled "tuna" the word "Striped" may be found across the body of the fish as pictured on the label; or again, no reference to species may appear.

Ordinarily, the meat has a gamey flavor and is the darkest of all the tunas. The majority of the Striped Tuna, or Skipjack as known in the trade, goes into the "tonno style" of pack. In this country "tonno" or "tunny fish" as it is sometimes labeled, is packed in the identical manner as are the other tunas, except a double amount of salt is added and olive oil employed to fill the cans. Cottonseed oil is generally used in the other varieties and the label may or may not make reference to it. Most of the "tonno" is consumed by people of Italian lineage.

If you desire the imported "tonno" you get a slightly different product, because a different species of tuna is caught in the Mediterranean and in the preparation of the fish they brine it, which is not the practice in this country.

Bonita and Yellowtail fish are likewise canned "tonno style", that is, with olive oil and double salt, and the labels most frequently employed read "White Meat Fish of the Bonita or Yellowtail". It may also be labeled either Bonita or Yellowtail as the case may be, with the added designation "Packed Tonno Style".

My friends, if you read your tuna labels carefully you will not get Bonita or Yellowtail at an albacore or White Meat price.